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Wausau On the Water co-owners Julie Greenwood, Michael Vanderloop, Evan Greenwood, and Nikki Greenwood have some fun in the laser tag room of the WOW Family Entertainment Center on North River Drive in Wausau. The Business News photo by Jerry Rhoden

# Perseverance pays off for family enterprise

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# Wausau on Water Check-off Wausau Riverfront development

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For years, the Wausau riverfront, between  
George Street and the Dudley Tower, has been a  
development priority for the City of Wausau.

Following the opening of River's Edge Trail  
in December 2016, the highly-anticipated Wausau  
Water, or WOW Family Entertainment Center,  
opened on Dec. 26.

Further developments on the 16-acre  
riverfront are already in process by the city.

"We're a family entertainment center with  
something for everyone," said General Manager  
and Co-Owner Evan Greenwood. "There is fun  
for the families in the game room, and parents  
can relax in the full-service restaurant while the kids  
play. We also cater to corporate events with our  
laser tag. We've already hosted birthday parties,  
weddings, and it will be a great place to watch the  
hockey games."

Several local companies have already taken  
advantage of the laser tag as a corporate team-  
building retreat.

The facility features 40 brand new arcade  
games, a 6,000-square-foot laser tag arena, three  
private rooms for events, and the sports bar and  
restaurant which is covered with windows to  
provide optimal riverfront viewing. "There isn't  
a seat anywhere in our restaurant," said Julie  
Greenwood, co-owner. "We designed it that way

I've always wanted to go  
into business with my Dad,  
and development on the  
riverfront was a perfect  
opportunity.

— **Evan Greenwood**, co-owner,  
Wausau on the Water,  
Wausau

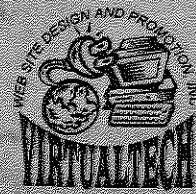
so everyone would have a great view of the river."

Their outdoor patio will also be opening  
soon and will not only overlook the beautiful  
Wisconsin River, but also a park being designed  
by the City of Wausau. That park will feature a  
kayak launch, exercise area, giant chess board,  
and other fun activities for all ages.

Getting everything in place for WOW didn't  
happen overnight. It took more than five years of  
coordination and a lot of perseverance from the  
Greenwood family.

That persistence seems to have paid  
off though. Already, they have almost 6,000  
followers on Facebook and business has been  
steady since its opening. Online reviews have  
also been boasting the same thing. One said,  
"Wonderful casual dining experience. Friendly  
staff. Great service. Beautiful view of the River  
Walk area." Another claimed, "Stopped today  
for the first time. Very nice new place, on the  
river with a great view. Inside is very clean, nice

**See WOW, PAGE 10**



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## WOW/Many of its menu items have local flavor

From Page 9

wait staff and good food, using local businesses for many of their supplies. Meat from Townline Market meats is always excellent. Buns from Kreger's Bakery a couple blocks away also excellent. Many tv's..."

Sourcing from local businesses is important for Wausau on Water. In addition to Townline Market and Kregers, WOW is working closely with Nueske's and Kim's BS Sauce to support their menu.

Their food already has made a large splash with the media as well. Daniel Higgins, food and drink reporter with the Green Bay Press-Gazette and USA Today Network, came as a secret shopper and highlighted their Bourbon BBQ Brisket Macaroni Grilled Cheese.

"This sandwich... pushes the limits of when a grilled cheese becomes just a sandwich with cheese," claimed Higgins in his review.

In addition to local sourcing, WOW Family Entertainment Center, has another important element of Wisconsin lore. Their bar will look familiar to Green Bay Packers fans since it once was the trademark bar of Curly's Pub, located in Lambeau Field. When Curly's was remodeling in 2015, WOW's owners acquired it and saved it for their idea that now has become a reality. All their art work also was re-purposed from a friend that was updating their collection.

The family focus of their entertainment center is in keeping with their desire to build something together as a family.

Five family members of the Greenwood family equally share ownership responsibilities. "I've always wanted to go into business with my Dad, and development on the riverfront was a perfect opportunity," Evan said. "We all have an important role — my uncle, my mom, my wife, my dad, and myself — and have worked hard together to get things to where they are right now."

## Ordering a Perrier is a better choice when dining with boss

**Q**uestion: Is it improper to not have wine if your boss/superior is having wine at lunch?

**A**nswer: Wine can become truth serum for many people. Rather than justifying what you would like to drink, simply order a Perrier or whatever with confidence.

**Q**uestion: If I feel I should make more



**ANN MARIE SABATH**

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